

# **SAMPLE NEWS RELEASE**

**FOR IMMEDIATE RELEASE**  
**MONTH DATE, YEAR**

**CONTACT: NAME**  
**(###) ###-####**

*~ **Flashing Red. Kids Ahead.**, a public awareness campaign reminds students, parents and motorists about the importance of school bus safety ~*

**CITY** – School bus safety is a critical issue for Arkansas schools and families. During a special three-week public awareness campaign, educators and community leaders across the state will actively work to remind students, parents and the community about the importance of school bus safety and related issues.

**Flashing Red. Kids Ahead.** is the theme for the campaign, which will kick-off Monday, August 12, 2013, and will conclude Friday, August 30, 2013. Schools and safety advocates throughout the Natural State will be using the three weeks as an opportunity to remind Arkansas motorists to obey all traffic laws whenever they are near a school bus. This special effort will seek to remind drivers that it is illegal to pass a stopped school bus whenever its red lights are flashing and students are loading or unloading the bus.

“This effort reminds motorists they play an important role in keeping our students safe,” said **[official’s name and title here]**. “With schools set to begin a new year, we want to ask all motorists to exercise care and patience when a school bus flashes its red lights.”

The fines, penalties and punishment for anyone found guilty of illegally passing a stopped school bus were increased dramatically by Arkansas Code Annotated 27-51-1004, also known as Isaac’s Law. The legislation passed by the Arkansas General Assembly in 2005, was named for Isaac Bryan, an elementary school student in the Bryant School District, who was struck and killed when a driver illegally passed his school bus while students were unloading.

“This campaign also serves as an excellent time to teach and reiterate to students and parents simple measures they can take while going to and from the bus stop, getting on and off the bus, and riding in the bus. It also gives us a chance to thank and honor the professional school bus drivers who devote themselves to transporting our most precious cargo,” **[official’s name here]**.

In Arkansas, a fleet of nearly 7,000 school buses transport over a quarter of a million students to and from school and school-related activities each school day. In **[insert name of district here]**, nearly **[insert approximate number of student riders]** ride school buses each school day.

Please help keep Arkansas students safe. Remember: **Flashing Red. Kids Ahead.**